

Future Transportation@VANs

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Mercedes-Benz
Vans. Born to run.



Megatrends challenge the Mercedes-Benz Vans business model

Growth of global eCommerces

New concepts for urban delivery

Internet of Things

TREND # 1



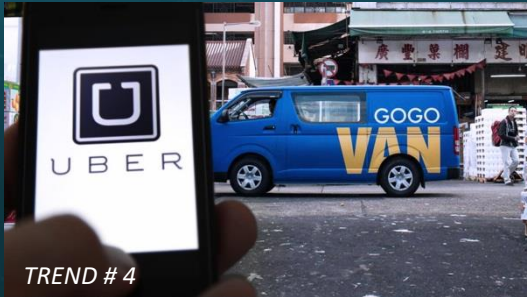
TREND # 2



TREND # 3



TREND # 4



Platforms as new business models

TREND # 5



Alternative powertrains

TREND # 6



Autonomous driving



WE EVOLVE AND CHALLENGE THE STATUS QUO IN TRANSPORTATION BUSINESS

Mercedes-Benz Vans evolves

From a manufacturer...



...to a provider of
holistic transport
solutions



Best of both worlds –
to meet our customers' needs of today and tomorrow



POWER OF A
GLOBAL PLAYER



PIONEERING SPIRIT
OF A START-UP

Diverse Teams in Swarm Organizations



STUTTGART

SILICON VALLEY

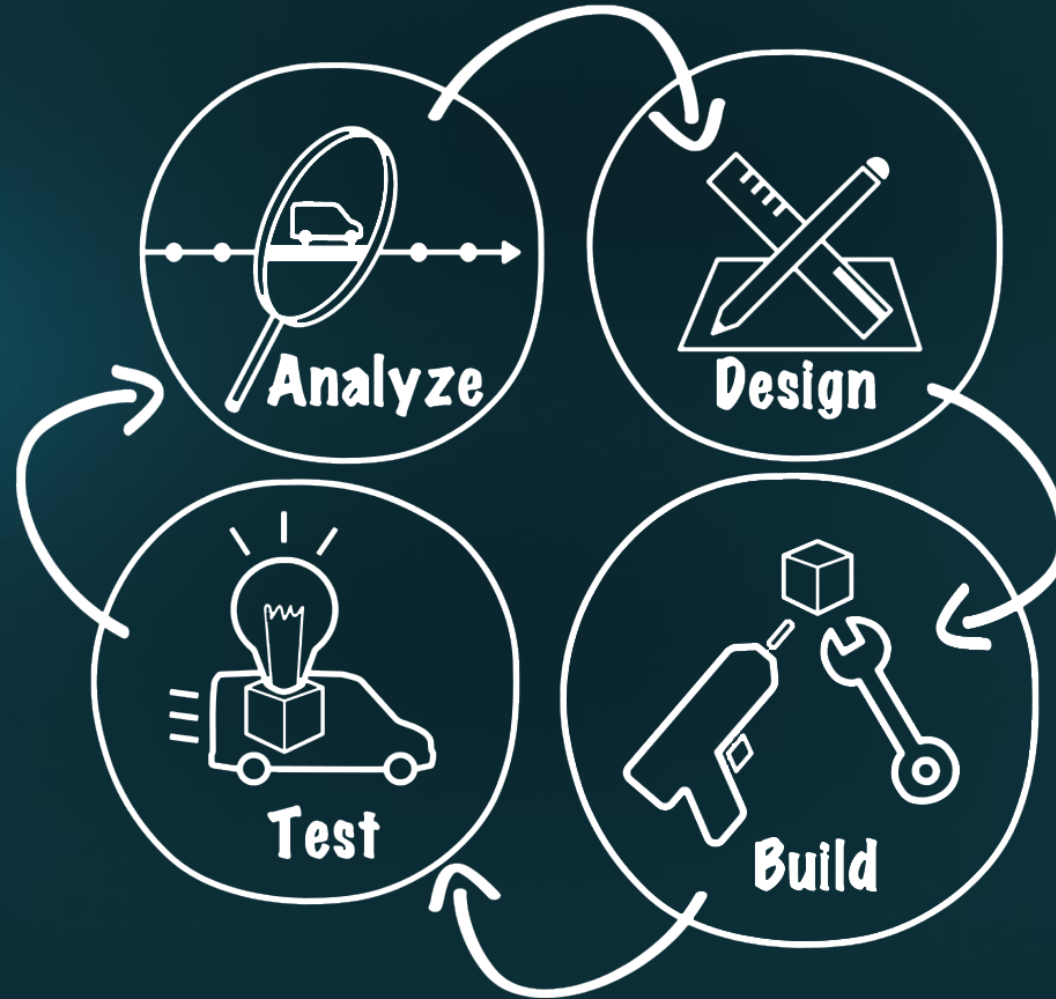
How we move from ideation to execution



DESIGN THINKING



BACK TO THE GARAGE



RAPID PROTOTYPING



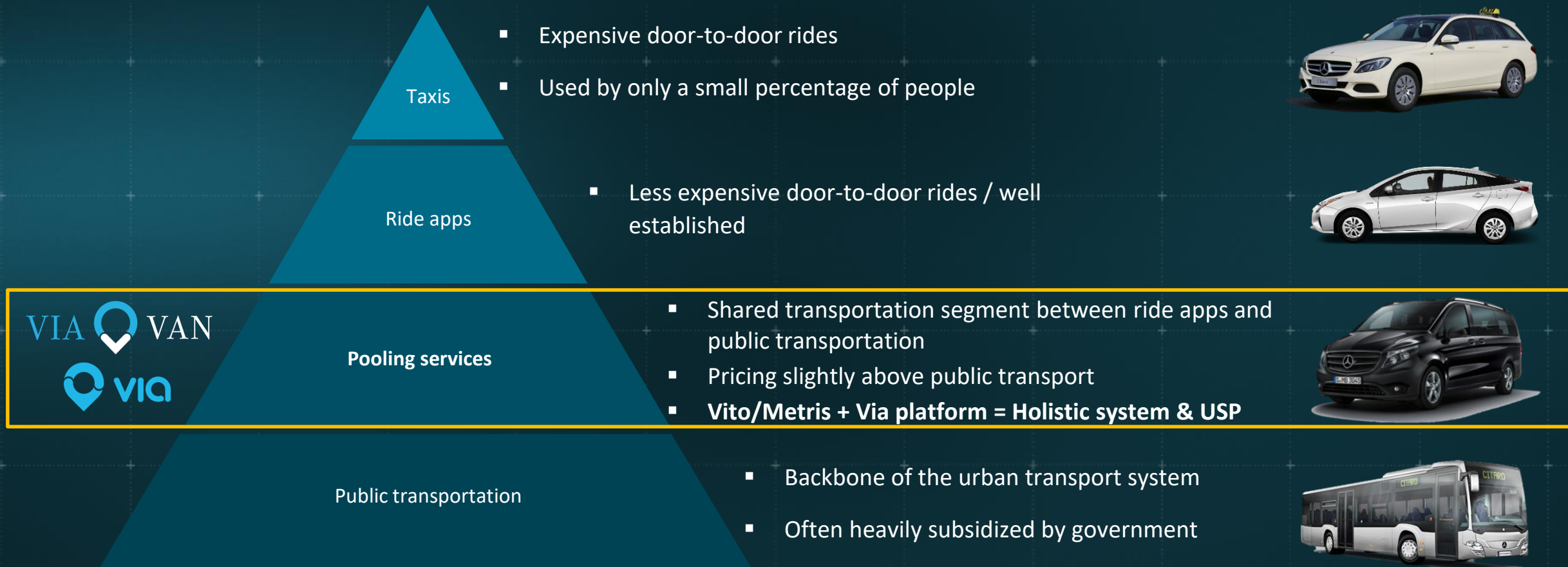
DAILY SCRUM



Ridepooling

by Sharing @VANs

Mercedes-Benz Vans and ViaVan enter the “On-Demand Ride Pooling” market





On-demand Ridesharing von Mercedes-Benz Vans und Via.*

On-demand ridesharing
by Mercedes-Benz Vans and Via.*

*Bitte beachten: Einige Features haben Prototypen-Status und können bei Serienproduktion abweichen.

*Please note: Some features are in the state of prototype. Series production may vary.



With London, Amsterdam and Berlin **VIA VAN** is already successfully operating in 3 major European cities



Please note: The products, technologies and services shown in this film in part do not correspond to the series production configuration, and portray our future vision on the basis of current development projects.

Embracing the uncertainty of experimentation

„TO INVENT YOU HAVE TO EXPERIMENT, AND IF YOU KNOW IN ADVANCE THAT IT’S GOING TO WORK, IT’S NOT AN EXPERIMENT. MOST LARGE ORGANIZATIONS EMBRACE THE IDEA OF INVENTION, BUT ARE NOT WILLING TO SUFFER THE STRING OF FAILED EXPERIMENTS NECESSARY TO GET THERE.“

Jeff Bezos



The FUTURE is NOW